



Ayush Pavilion Emerges as a Major Attraction at India International Trade Fair 2025

Ayush Pavilion Attracts Families at IITF 2025 with Free Consultations, Free Medicines, and Engaging Activities for Children

All India Institute of Ayurveda Showcases Ayurveda-Based Nutrition with Healthy Snacks and Premixes

National Institute of Ayurveda Highlights Sattvic Diet and Ayurvedic Wellness Products at IITF 2025

Rashtriya Ayurveda Vidyapeeth Draws Global Visitors With Ayurveda Nutrition, Millet Quiz and Healthy Food Innovations

Morarji Desai National Institute of Yoga Engages IITF Visitors With Y-Breaks, Yoga Demos and Interactive Quizzes

Unani Section Attracts Crowds with Traditional Foods, Digital Mizaj Assessment and Free Consultations

Siddha Systems Highlight Preventive Health and Nutritious Foods Like Hibiscus Tea and Panchamutti Kanji

National Medicinal Plants Board distributes Medicinal Saplings Under Atal Ayush Mahotsav to Promote Herbal Awareness

Ayush Start-Ups Showcase Innovative Wellness Products, Boosting Entrepreneurship at IITF 2025

Posted On: 21 NOV 2025 1:18PM by PIB Delhi

The Ministry of Ayush is showcasing the best of India's traditional healthcare heritage at the India International Trade Fair (IITF) 2025 under the theme “आयुष के साथ – स्वस्थ भारत, श्रेष्ठ भारत.” The thematic stalls in the Ayush Pavilion have emerged as one of the most visited attractions of the fair, drawing thousands of visitors keen to explore holistic wellness solutions rooted in Ayurveda, Yoga, Naturopathy, Unani, Siddha, Sowa-Rigpa, and Homoeopathy.



Each stall highlights a distinct aspect of Ayush health systems—ranging from digital diagnostics and dietary demonstrations to interactive games and expert consultations. The pavilion is designed to engage visitors of all age groups through participatory activities, live demos, and educational sessions.

A central attraction at the pavilion is the stall of the All India Institute of Ayurveda (AIIA), which is highlighting Ayurveda-based dietary practices through a detailed presentation of functional food products and their therapeutic benefits. The institute is displaying items such as Ragi Nachos, Sunthyadi Laddoo, Ragi-Urad Laddoo, Mudga Soup Premix and Yavadi Saktu, all prepared in accordance with classical Ayurvedic principles. Experts at the stall are explaining how these preparations support improved nutrition, especially in areas such as anemia management, immune system enhancement and digestive wellness. Visitors are also receiving educational booklets containing recipes, preparation methods and information on the role of traditional grains, herbs and spices in strengthening the body's natural resilience.



The National Institute of Ayurveda (NIA), Jaipur has brought a comprehensive display that aligns with the 'Ayush Food' theme. The institute is presenting a range of Sattvic dietary products including Triphala Jam, Rejuvenating Granules and Ragi Biscuits, along with personal care items such as Aloe Vera Gel, Lip Balm and Foot Cream made using authentic Ayurvedic ingredients. Faculty members are interacting with visitors to explain how Sattvic food principles contribute to mental clarity, balanced energy levels and long-term well-being. The stall also features information brochures that help visitors understand how simple dietary modifications based on Ayurveda can be integrated into everyday life.



Rashtriya Ayurveda Vidyapeeth (RAV) is showcasing an array of Ayurveda-based nutritional products under the Ayush Aahar theme. Its stall features items such as Poshak Cookies (Til, Ajwain and Jeera), Annie Bread, Jeetayu Tea, Enppy Drink and Full Moon Chocolate, which highlight the integration of Ayurvedic principles into daily diet. To engage visitors, RAV is also conducting a Millet Quiz that

raises awareness on the benefits of millets in Ayurveda. The stall has attracted enthusiastic participation from students, families and international visitors, who appreciated RAV's efforts toward promoting healthy, sustainable food habits rooted in Ayurvedic wisdom.



The Morarji Desai National Institute of Yoga (MDNIY) is contributing to the pavilion through a series of yoga-based demonstrations and educational activities. The institute is offering guided sessions on the Common Yoga Protocol, rhythmic yoga demonstrations, interactive yoga quizzes and short “Y-Break” practices designed specifically for working individuals who seek quick relaxation techniques during their daily schedule. Through these activities, MDNIY aims to help visitors experience how simple yoga practices can be seamlessly incorporated into modern lifestyles to reduce stress, enhance focus and improve flexibility.



Unani medicine is being represented through a joint effort by the Central Council for Research in Unani Medicine (CCRUM) and the National Institute of Unani Medicine. Their stall features traditional Unani foods such as Harrera, Unani Qahwa, Halwa Gheekwar, Gulqand and Talbeena-based barley products, followed by explanations on their therapeutic significance within the Unani dietetic framework. A major attraction at the stall is a digital Mizaj-assessment kiosk that allows visitors to understand their individual temperament type—such as Damvi, Balghami, Safravi or Saudavi—based on Unani diagnostic principles. Physicians from CCRUM and NIUM are offering free consultations and distributing medicines, thereby helping visitors understand how personalized Unani regimens can support preventive health.



The **Siddha** system is being jointly showcased by the National Institute of Siddha (NIS), Chennai, and the Central Council for Research in Siddha (CCRS), with a focus on preventive health, nutrition and public awareness. Under the “Ayush Aahar” theme, CCRS is demonstrating Siddha-inspired foods such as Hibiscus Infusion Tea, Panchamutti Kanji, Karisalai Mittai and Halim Nachos, which have attracted steady visitor interest—especially the hibiscus tea. The NIS team is engaging with visitors through IEC materials, free medical consultations for more than 100 beneficiaries, and awareness sessions at the IITF Ayush stall. The Institute is also sharing information on its UG, PG and Ph.D programmes, encouraging wider participation in Siddha education and research.



The Central Council for Research in Homoeopathy (CCRH) has set up a comprehensive stall displaying research publications, posters, digital content and information on clinical studies and safety protocols in Homoeopathy. A Homoeopathic OPD is operating within the pavilion where physicians are providing free consultations and dispensing necessary medicines. The exhibit also explains the fundamental principles of Homoeopathy, the role of individualized treatment and the scientific methodologies adopted by CCRH for research and clinical validation.



Institutes from across Ayush systems are participating in the pavilion. The National Institute of Sowa-Rigpa is offering visitors insights into the ancient healing traditions of the Himalayan region. The stall features detailed information on Sowa-Rigpa diet, therapeutic regimens and herbal formulations. The institute is providing around forty free consultations daily, with practitioners offering personalised guidance based on classical Sowa-Rigpa texts. The interaction has given visitors a unique opportunity to understand a system of medicine that emphasizes harmony with nature through diet, behavior and herbal therapies.



The National Medicinal Plants Board (NMPB) is presenting a live exhibition of medicinal plants, followed by detailed information on their identification, cultivation and therapeutic applications. Educational material describing home-based uses of herbs is being distributed to visitors. As part of the ongoing “Atal Ayush Mahotsav,” NMPB is also distributing medicinal saplings to commemorate the birth centenary of Bharat Ratna Late Shri Atal Bihari Vajpayee Ji, attracting large numbers of visitors interested in cultivating medicinal plants at home.



Indian Medicines Pharmaceutical Corporation Limited (IMPCL), a Government of India enterprise under the Ministry of Ayush, is presenting its range of authentic Ayurvedic and Unani medicines at the pavilion. With its WHO-GMP and ISO-certified manufacturing facility in Mohan (Uttarakhand), IMPCL is highlighting high-quality classical formulations supplied to Central and State government healthcare institutions. The stall is drawing interest for showcasing the organisation’s trusted product range and its role in ensuring availability of standardised, quality-assured Ayush medicines, supported by an annual turnover of approximately ₹170 crore in FY 2024–25.



The Pharmacopoeia Commission for Indian Medicine & Homoeopathy (PCIM&H) is exhibiting key publications including ASU&H Pharmacopoeias, Formularies and dried single drugs, alongside brochures and audio-visual content explaining its mandate. As the apex body for pharmacopoeial standards and a NABL-accredited laboratory with BIS-certified Integrated Management Systems, PCIM&H is using the pavilion to raise public awareness about quality standards, safety, and the scientific validation of Ayurveda, Siddha, Unani and Homoeopathy medicines.



The Central Council for Research in Yoga & Naturopathy (CCRYN) is presenting a range of activities focused on naturopathy-based nutrition and wellness. The stall features Ayush Aahar displays in both physical and digital formats, including documentaries and AV content. CCRYN is also distributing IEC material to familiarise visitors with naturopathy and yoga practices. Visitors are sampling traditional naturopathy-inspired snacks such as Til Laddoo, Groundnut-Til Laddoo, Makhana Laddoo and Millet Namkeen, which demonstrate simple, wholesome dietary options recommended in classical naturopathy texts.



The pavilion also features several Ayurveda-based start-ups showcasing a diverse range of products including skincare and haircare formulations, detox drinks, Ayurvedic foods and other wellness offerings. Their participation highlights the Ministry of Ayush's efforts to promote young enterprises and encourage innovation, providing these start-ups with a national platform to engage with visitors and introduce contemporary applications of traditional health knowledge.



Adding to its appeal, the Ayush Pavilion hosts an engaging activity zone designed to attract children, youth and families. The area features drawing competitions for children aged six to twelve, health-themed snakes and ladder games, Prakruti Parikshan and Mizaj tests, slogan writing and poster-making sessions, spin-the-wheel games, millet quizzes and a dedicated photo booth. These activities ensure active participation and help visitors understand wellness concepts in an enjoyable, interactive manner.



The Ayush Pavilion at IITF 2025 continues to attract strong public footfall with its diverse exhibits and active participation from visitors. The pavilion highlights India's rich tradition of holistic healthcare and showcases how classical Ayush knowledge is being integrated with modern scientific

approaches. Free health checkups and Ayush medicines are also being provided to visitors, reinforcing the Ministry of Ayush's focus on preventive, affordable and community-oriented healthcare.





SR/GS/SG

(Release ID: 2192428) Visitor Counter : 587

Read this release in: Urdu , हिन्दी , Bengali , Tamil

